



CASE STUDY



MYER YOUR PASS TO PLAY

Myer, an iconic Australian brand, known for offering range and accessibility with the largest department store footprint across the country knows how to reach their customers. Engaging 65,000 MyerOne customers and offering exclusive rewards and bonuses through the Melbourne Spring Racing Carnival using direct mail, delivered strong brand equity build and a 6% sales uplift.

A catalogue, supported with tip-on offer cards to take in-store, Myer rewarded loyal customers with exclusivity they could only achieve through the direct mail channel. Balancing the campaign with magazine, social, digital, EDM and other channels saw Myer effectively balance the direct mail foundation with complementary channels.

65,000

CONSUMERS OFFERED
EXCLUSIVE REWARDS

6%
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ACHIEVED